

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

March 11, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA 90028

Officers and Directors Present

Fabio Conti, Vice President, Fabiolus Cucina
Duke Gallagher, Treasurer, The Production Group
Charles Eberly, The Eberly Company
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Chase Gordon, Avison Young
Elva Hernandez, Hudson Pacific Properties
Elizabeth McDonald, Secretary, The Los Angeles Film School
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences
Keith Ragadio, Robertson Properties Group
Fred Rosenthal, Ametron

Absent

Carol Massie, President, McDonald's Restaurants
James Haydu, ex-officio member, SEE-LA
Melissa Logan, Amoeba Music
Katie Seymour, Sunset & Vine
Arthur Stroyman, Kilroy Realty Corporation

Consultants

Sarah Besley, Executive Director
Ginnie Gallo, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani, Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Teddy Davis, candidate for CD-4
Rita Moreno, Office of the Mayor Garcetti
Kim Brown, Office of Mayor Garcetti

I. Call to Order

Fabio Conti called the meeting to order at 4:15 P.M.

II. Public Comment & Introductions

- **HIRE LA's Youth Program:** Kim Brown, representing Mayor Garcetti and General Manager, Jan Perry, introduced Rita Moreno, (213) 744-9365, who discussed the Mayor's summer youth employment program. The program, which seeks to provide job experience for young people aged 14 to 24, partners with businesses. Businesses can either take on a youth for six week, or pay \$2,000 toward employing a youth at a willing host company.
- **Candidate for CD-4:** Teddy Davis, candidate for Council District 4, introduced himself to the board and distributed literature about his campaign.

III. Approval of Board Minutes

The minutes from the February 11, 2014 board meeting were distributed to the board.

It was moved by Brian Folb, seconded by Michael Pogorzelski, and CARRIED to approve the minutes from the meeting on February 11, 2014. The minutes were unanimously approved.

IV. Treasurer's Report

- A. **Monthly Report:** Duke Gallagher presented the Treasurer's Report for the period ending February 28, 2014. This consisted of a balance sheet, yearly cash flow statement and a reconciliation report. As of February 28, 2014 the total liabilities and equity have a balance of \$676,496.46. An invoice was sent to the city for approximately \$135, 000. Besley advised the board that there will be at least two known running variances this year. One will be because the service agreement with Willdan (which provides assessment database management) will be higher than originally budgeted. The second will involve the consulting services provided by the individual to be retained to replace services provided by Duke Gallagher. (See item B.)

It was moved by Michael Pogorzelski seconded by Brian Folb and CARRIED to approve the Treasurer's Report ending February 18, 2014. Unanimously approved.

- B. **CHC Financial Services:** Besley reported on the results of research she has been doing to identify a person who can replace the service provided by Duke Gallagher with respect to financial bookkeeping and budgeting. She shared with the board a proposal from Jose Gonzalez, to provide financial management services, estimated at approximately 12 hours a month at a rate of \$37/hour. There was some discussion as to the number of hours to be dedicated to this account, especially at the beginning, since there might be a learning curve. Besley said she would monitor hours billed after the first three months and report to the board if there are any concerns.

It was moved by Charles Eberly, seconded by Fred Rosenthal and CARRIED to approve the consulting relationship with Jose Gonzalez.

- C. **LAUSD Payment Policy:** Morrison reported that she had sent an email to the California Downtown Association advising that LAUSD has made unilateral decisions with respect to the amount of the BID assessment they will pay to support the SVBID. In advising CDA, the intent is to see if other school districts or government agencies are making similar unilateral decisions throughout the state. Board members asked if greater advocacy could be undertaken to change this policy. Morrison said that she is trying to ascertain if there are other BIDS who share this

same situation, in order to build a coalition to advocate on behalf of some change. She also needs to find a city champion to reach out to the school district.

V. COMMITTEE & PROGRAM REPORTS

A. Streetscape & Planning Committee

1. **Meeting report:** Copies of the minutes from the March 3, 2014 Streetscape and Planning Meeting were distributed to the board. Besley mentioned several highlights from the meeting including the proposed implementation of the 2010 Bike Plan in Hollywood, which, among other policies, proposes bike lanes on Vine Street. Besley inform the board of meeting dates once the formal outreach process begins.
2. **Maintenance RFP:** Besley and McDonald reported that the Selection Committee made their recommendation to the Streetscape Committee on March 5th to extend Clean Street's contract until the end of the BID's term in 2018. Staff will negotiate the exact terms of the contract with Clean Street over the next month, but the cost will remain unchanged – \$30,833.33 per month; \$370,000 annually. This is \$21,955 less than what we have budgeted.

Action: It was moved by Brian Folb, seconded by Chase Gordon to accept the Selection Committee's recommendation, after a 3-month competitive bidding process, to extend the Clean Street contract to December 31, 2018 in the amount of \$370,000.00.

3. **Green Vine Project:** Besley reported that the Bureau of Sanitation and LA Conservation Corps have started saw-cutting tree wells on Vine. The Jacarandas are scheduled to be installed in later in the month.
4. **Hollywood Community Plan Update:** Morrison presented a Q & A sheet assembled by HPOA Staff to help educate stakeholders on the legal status of the 2012 Community Plan and links to documents. As it stands, the City Council is expected to take action on several motions that would formally put the 2008 plan back in place.

B. Security Committee

1. **LAPD/Metro Video Camera Update:** Mariani reported that the video surveillance equipment is being replaced at LAPD Hollywood Division. There is one camera at Cahuenga and Sunset that belongs to the SVBID.
2. **Alcohol Task Force:** Kerry Morrison reported on a Task Force that has been created to address the concentration of "drinking in public" abuses in both BIDs. She shared some of the key indicators that there is a problem. Nearly 60 percent of all the arrests initiated by the BID Patrol in the last seven years have involved drinking in public. As part of the Task Force, three liquor stores near Cahuenga and Hollywood have been asked to refrain from stocking/selling their cheapest liquor product for one month (April). In addition, the Task Force is going to look at ways in which pedestrians and visitors can be encouraged to not give money to panhandlers, which often fuels this addiction.

C. Marketing & Communications

1. **Sunset & Dine:** Strecker reported that the committee is looking at postponing the event until later in the year, possibly late September or early October. The committee is also looking at possible locations, in addition to the Academy Hollywood site, which was recently purchased by Kilroy Realty Corp; the committee has been discussing the possibility of hosting the event at that site again for consistency, but are open to other locations, including LA Film School and the Taglyan Complex. The committee will meet again this Friday.
2. **Education trade media outreach following Emerson opening by Haines & Co.:** Strecker reported that Haines & Co. has been developing the pitch for a Higher Education piece for Hollywood, now that Emerson is open. The pitch will highlight how many post-secondary schools are thriving in Hollywood, and the effect that having all these students and faculty members here positively impacts the economy and the community.

VI. Staff Reports

- A. **Neighborhood Council Elections:** It was reported that the elections for Central Hollywood Neighborhood Council are coming up in late March. Fabio Conti is running for the CHNC. Voter registration forms were distributed to those board members who were interested in participating.
- B. **Update on AB2618:** Kerry Morrison referred the board to a draft letter in their packet, to Assembly Speaker John Perez, to indicate support for AB 2618, the bill that the CA BID Alliance is supporting to clarify ambiguity in state law relative to general v. special benefits.

It was moved by Brian Folb, seconded by Chase Gordon, and CARRIED to approve the Letter to Speaker John Perez in support of AB2618. Unanimously approved.

- C. **Meeting with Mayor's business team:** Joe Mariani reported that he is trying to set up a meeting between Billy Chun of the Mayor's office and members of the business community in Hollywood. A tentative date of March 28 has been identified, but several board members said that would not be a good date. Mariani said he would look into an alternative.

VII. ADJOURNMENT

The meeting was adjourned at 5:50 p.m. with a moment's silence for LAPD/Hollywood Division Officer Nicholas Lee, who was killed the previous week in an automobile accident.

The board proceeded to a dinner to celebrate new board members, and the long time service of Duke Gallagher to the board.

The next meeting is scheduled for Tuesday, April 8, 2014.